



# PRESS RELEASE

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## OPTIS appoints new Vice President Sales & Marketing

**Toulon, France. Thursday, July 10, 2008.** OPTIS, world leader in light simulation solutions, has appointed Pete MOORHOUSE, 44, as Vice President of Sales & Marketing.

Moorhouse's move to OPTIS SAS brings a wealth of industry knowledge and management experience and provides the important interface between technology, sales and the customer.

After graduating from Birmingham University, UK in 1983 with an Engineering Degree, Moorhouse began his professional career in the conceptual design studio at General Motors' Design Centre in Michigan, USA working on both exterior and interior design projects.

Returning to Europe in 1990, he held a lead position in supporting GM's design studios with both European and North American vehicle projects before founding his own design and engineering company based in Germany.

In 2001 he joined Dassault Systèmes, Paris, where he was responsible for product management and defining CATIA V5 Styling and Shape solutions, focussing on the automotive market in EMEA, USA and Japan.

In 2005 he joined ICEM, world leader in surface modeling solutions, as Product Director. Moorhouse played the key role in defining product strategy and managing the Gold Software Partnership with Dassault Systèmes leading to its subsequent acquisition of ICEM in June 2007.

Jacques Delacour, OPTIS CEO & President : "We look forward to Pete leading OPTIS through a period of vigorous growth on an international level. Pete will enable us to better tailor our product and service offerings to meet the ongoing needs of our customers, and to anticipate their future design, simulation and prototyping issues."



OPTIS is the world leading software editor for the scientific simulation of light and human vision within a Virtual Reality Environment. Its solutions allow designers, ergonomists and engineers to simulate and optimize lighting performance, product appearance as well as the visibility and legibility of information on Human Machine Interfaces, in a fully-immersive environment.

Since integrating its SPEOS solution in CATIA V5 in 2002, OPTIS is still the only company to provide a light simulation solution fully based on a physical model inside a CAD/CAM software.

OPTIS has delivered more than 5500 licences to 1500 customers in 36 countries worldwide. Users include most of the major automotive, aerospace, electronics, white goods and lighting manufacturers, as well as architects, universities, research laboratories and defence agencies. They use the SPEOS technology to design, simulate and visualise in a Virtual Reality environment, products as diverse as automotive lighting, mobile phone screens and keypads, dashboard and cockpit displays, LCDs, LEDs, luminaires, and optics for industrial vision and medical applications.

For more information, visit [www.optis-world.com](http://www.optis-world.com)

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